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 Bcc:
 Received Date: 2007-11-12 22:00:11 CST
 Subject: Re: Video Focus Area review: "narrative" doc explaining our future

Here are some comments:

Section I (FA Technical Opportunities), Item 3 (Allow anybody to monetize easily and quickly)

In the technical challenges paragraph, I would add the following:

- implement solution for "fresh" content filtering (for instance live TV broadcast)
- open up the content ID platform by exposing APIs usable both by internal and external customers
- pre-publish filtering
- system to handle reference content conflicts
- build framework able to report back to partners aggregated data from all the video monetization sources and playback sources

Section II (Focus Area Health)

In the Success metrics, I would add:

- total number of partners using VID (broken out by tiers - most important being to get large number of Tier1 partners onboard)
- hours of reference content in the fingerprinting DB, broken out by audio vs video
- percentage of US Music Labels catalog for which we have publishing data in YT DB
- number of UPP partners

In the risks I would add:

- business may not succeed signing up large content owners to use Video or Audio ID
- business may not succeed having Music Labels agreeing to provide us with music publisher data
- business may not succeed in getting a 3d party (such as Harry Fox) to collaborate with us to clear remaining music publisher rights
- Audible Magic may decide at any time to stop providing us with Audio ID services

Franck

On Nov 7, 2007 10:36 PM, Hunter Walk <hunter@google.com> wrote:

- > hi folks -
- >
- > https://docs.google.com/a/google.com/Doc?id=cgw9b4pc_110c6j79x
- >
- > this link displays the "narrative" for the Video Focus Area review
- > occurring on Friday 11/16. As you might know, the Focus Area review is like

> an engineering-driven GPS where the engineering FA leads (jeremy and louis)
> will talk about the technical innovation, direction, risks, etc associated
> with the Video Focus Area (which includes YouTube and Google Video).
>
> A first draft of the narrative has been completed but the goal is to have
> it represent the shared wisdom of the senior engineering team so this group
> is very important. We're trying to lock down the narrative by early next
> week for a pre-11/16 review with Bill C - your review and input by End of
> Weekend is appreciated (the earlier the better)
>
> If folks feel we should pull together for a real time discussion let me
> know and we can set something up. Otherwise pls reply to this thread with
> notes.
>
> *Bindu *- i think it's still a little light on Google Video related OKRs
> and product perspective
> *All *- i think we could be a little more introspective on the internal
> risks we face.
>
> Focus area review also includes engineering project allocation. The
> projects and offices for this Focus Area are listed here:
>
> <http://effort/index.php?org=eng&office=&editmode=0&vp=&download=0&category=Video>[Focus Area landing
page is:
> <http://effort/>]
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> thanks!
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